



SCALING CHILD ROAD SAFETY FOR 1.2 BILLION CHILDREN

Date: Sept 10, 2026

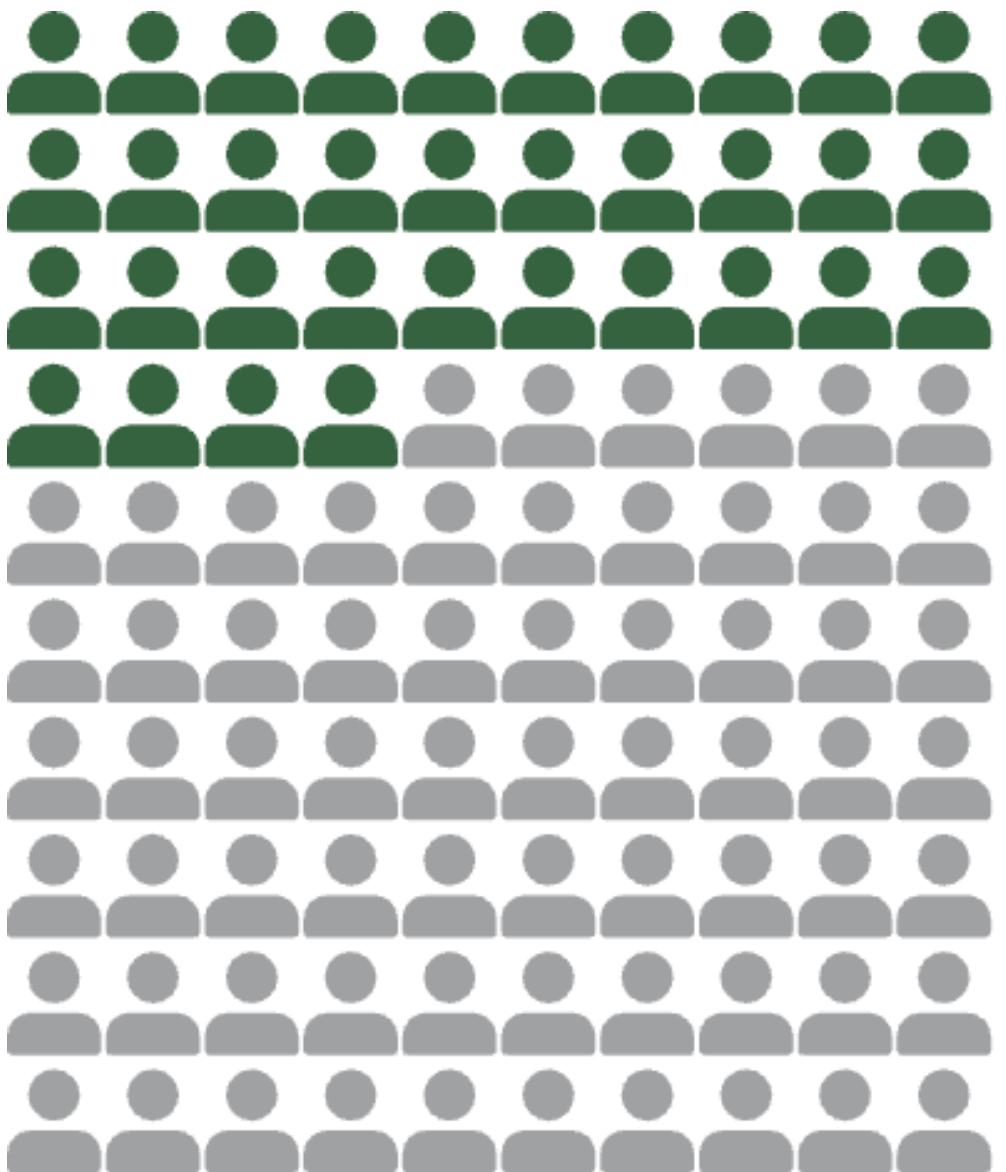
Presenter: Saurabh Verma, Co-Founder



LANDSCAPE

India accounts for roughly 34% of all children in the Asia-Pacific region

(≈436.64 million/≈1.278 billion)*



34%

*UN WPP 2024/ UN ESCAP

LANDSCAPE

Vis-a-vis APAC

Age Group	Sub-cause	India Rank / Share%	Rank 1	Rank 2	Rank 3
0-14 years	Road injuries (total)	2 / 21.1%	China	India	Pakistan
0-14 years	Cyclist	2 / 26.2%	China	India	Pakistan
0-14 years	Motor vehicle	1 / 16.9%	India	China	Pakistan
0-14 years	Motorcyclist	2 / 19.9%	Indonesia	India	China
0-14 years	Other	2 / 16.7%	Bangladesh	India	Indonesia
0-14 years	Pedestrian	2 / 22.8%	China	India	Pakistan
15-19 years	Road injuries (total)	1 / 29.2%	India	China	Indonesia
15-19 years	Cyclist	1 / 45.9%	India	China	Pakistan
15-19 years	Motor vehicle	1 / 24.0%	India	Indonesia	China
15-19 years	Motorcyclist	1 / 32.0%	India	Indonesia	China
15-19 years	Other	2 / 10.8%	Indonesia	India	China
15-19 years	Pedestrian	2 / 28.1%	China	India	Pakistan

MoRTH Report 2023

- In 2023, 9,489 children (<18) killed in road crashes in India
- 45% unrestrained passengers
- 24% pedestrians
- 27% underage driving

POLICY SCAN

Child Road Safety in Indian Law

Section	Provision
129	Every person, above four years of age... shall... wear protective headgear...
CMVR 138(7)	Safety harness + ≤ 40 km/h for child < 4 years on motorcycles; helmet for 9m-4y
194B(2)	Child... not having attained the age of fourteen years... secured by a safety belt or a child restraint system...
199A	Guardian/owner liability for offences by juveniles
112	No person shall drive... at a speed exceeding the maximum speed fixed...
CMVR 125-C / AIS-063	School bus requirements (construction, markings, seat belts)

Source: Motor Vehicles Act, 1988 (as amended), Central Motor Vehicles Rules

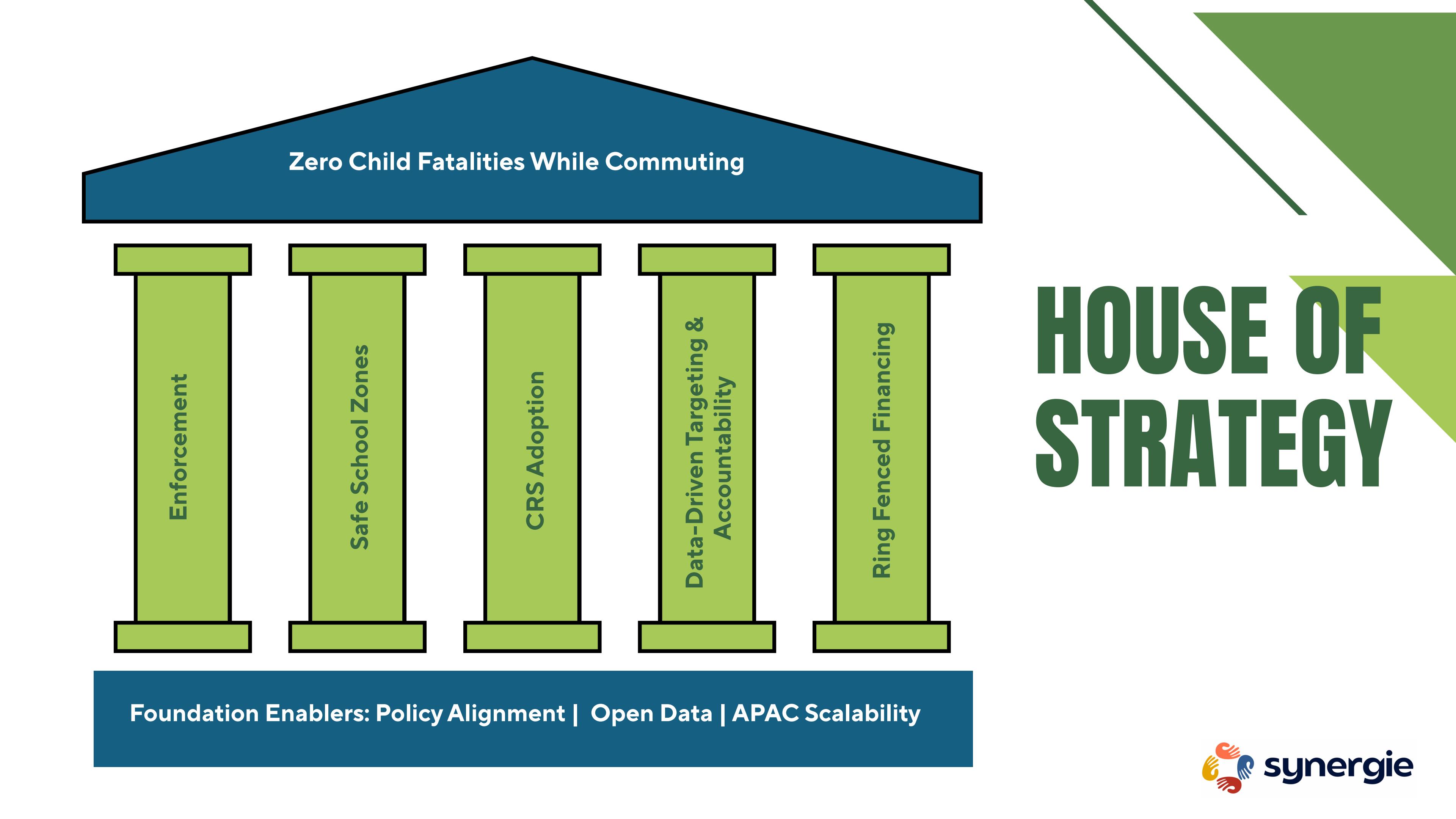
CLOSING THE GAPS

194B(2) – CRS Rule

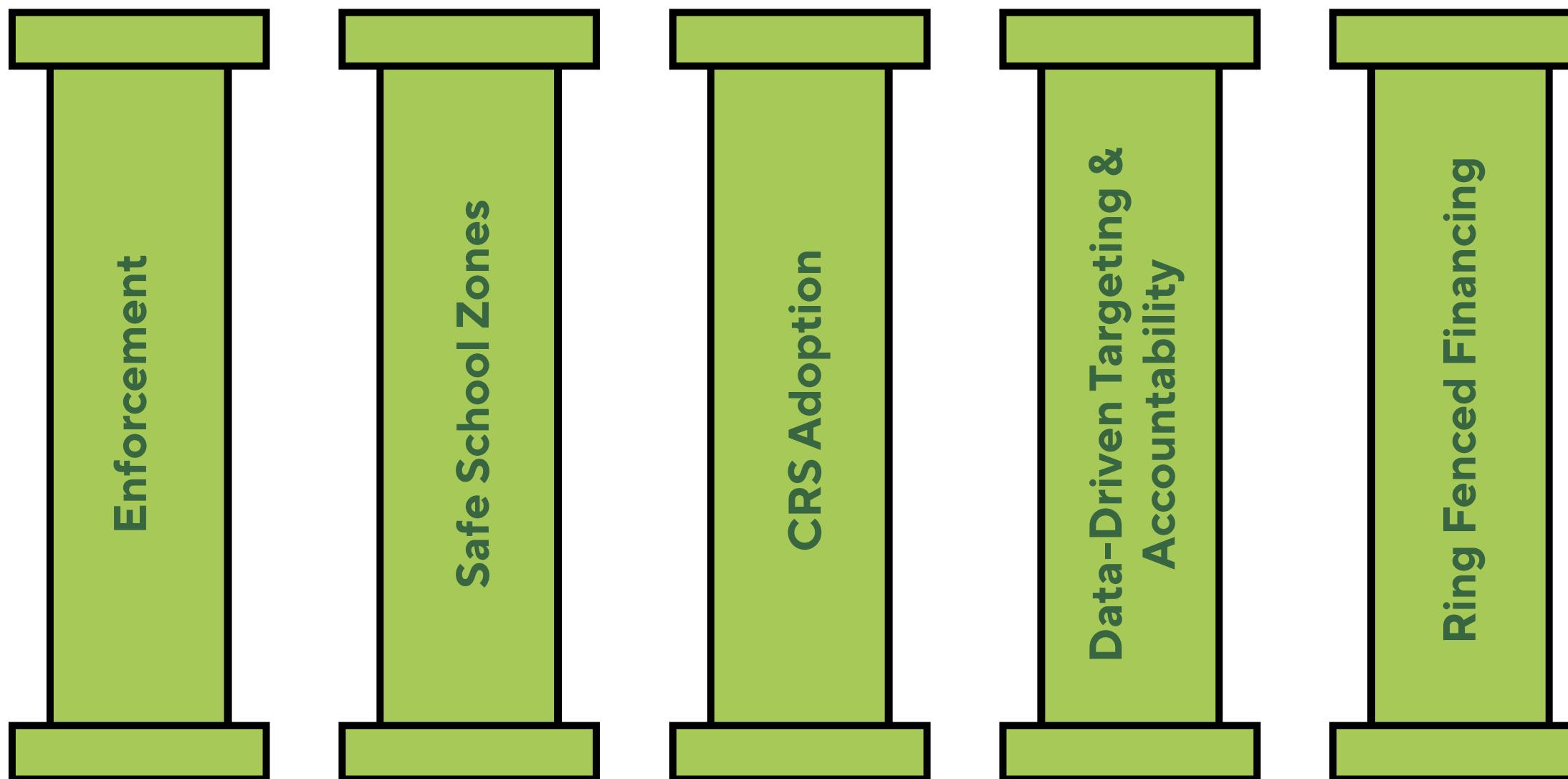
- Allows seat belt OR CRS up to 14 years
 - no size-appropriate mandate
- No height/weight threshold (e.g., 135 cm rule in EU/UK)
- No CRS approval standard (R129 / AIS-072) in section text
- Weak, flat penalty (₹1,000), no demerit points
- No seat-position or rear-facing requirements

112 – Speed Limits

- No mandate to set limits using scientific risk factors (density, land use, vulnerable road users)
- No statutory school-zone speed (global best: 30 km/h)
- No periodic review trigger
- Lacks linkage to injury tolerance thresholds
- No requirement for paired enforcement + engineering measures



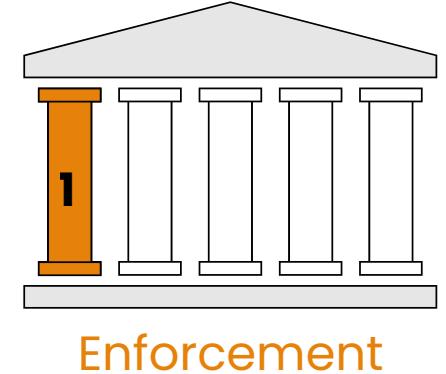
Zero Child Fatalities While Commuting



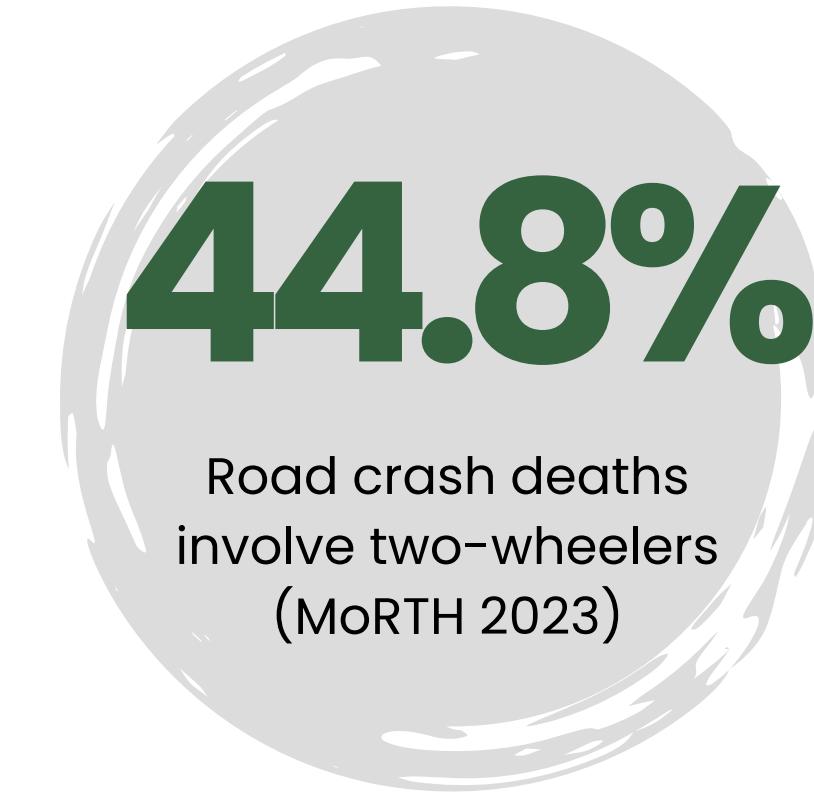
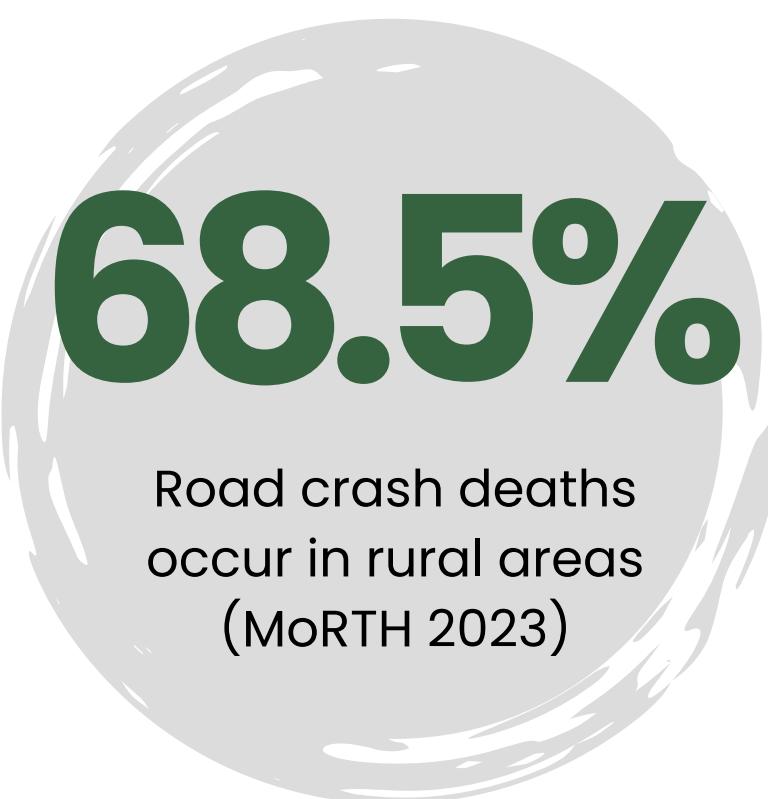
**HOUSE OF
STRATEGY**

Foundation Enablers: Policy Alignment | Open Data | APAC Scalability

ENFORCEMENT



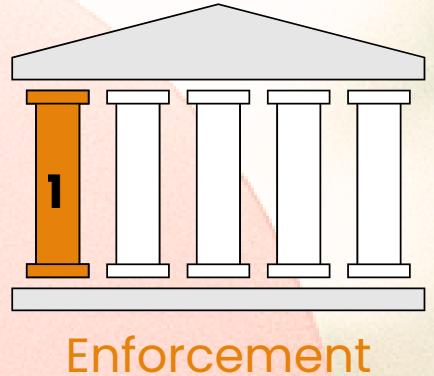
Where to Focus



- 73% of children live in rural areas (UDISE+ 2022-23)
- 80% of schools are rural (UDISE+ 2022-23)
- 40–50% of two-wheeler sales are rural (+8.4% YoY vs +7% urban)
- Helmet adoption among children is critically low (~5–20%) (multiple studies)
- ~45% of fatalities are passengers (seat belts, helmets, CRS, unsafe transport)
- India's share of APAC two-wheeler child fatalities: 20.7% (0–14 yrs), 32.4% (15–19 yrs) (IHME-GBD 2021)

ENFORCEMENT

Most Preventable, High-Impact
Enforcement Win



Enforce helmet usage
among children as
pillion riders in rural
areas

SCHOOL ZONES

A Hidden Crash Hotspot



4.6% of all accidents in India
occurred in school zones

(electronic Detailed Accident Report, e-DAR, 2024)

26,000+ road accidents in
school zones in 2024

~25% of all accidents occur
during school commute hours
(06:00–09:00 & 15:00–18:00)
(MoRTH 2023)

SCHOOL ZONES

The Daily Danger to Our Children



Nearly
30%

of children have witnessed a road
crash during school commute; 6%
have been involved or had a near-
miss (SaveLife)

60%

children walk to school — often
without safe crossings or
footpaths

1% >> 4%

Risk jump: 30 km/h → 10%
fatality risk; 50 km/h → 80%
(WHO)

Proven interventions: RSN network + Parisar, CAG, CEE, SaveLife;
State Govt of Haryana USD 3M project; Rapid-Deploy Design Pack.

SCHOOL ZONES

The Game Changer



CRS ADOPTION



Low Usage

<10% of children in vehicles use CRS; negligible in rural/tier-2/3



Unrestrained Risk

45% of car occupant fatalities were unrestrained (MoRTH 2023)



Proven Protection

Correct CRS use = 71% lower infant death risk, 54% lower toddler death risk (WHO)



Policy Gap

No clear CRS mandate in MVAA 2019 – clubbed with seat belts.

CRS ADOPTION

The Child Shield



Mandate CRS under Section
194B + create subsidies &
enforcement.

DATA DRIVEN TARGETING



Current Gap

iRAD missing CRS field, school-zone flag, speed-at-crash (<30 kmph) for school zones.

Fix

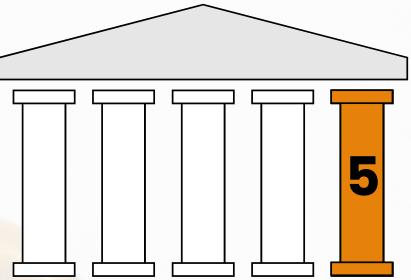
Add child-specific fields + automate school zone detection (GPS + UDISE)

Why

Enables ROI tracking, state benchmarking, and DLI-based financing.



RING FENCED FINANCING



Ring Fenced
Financing

\$29.1B

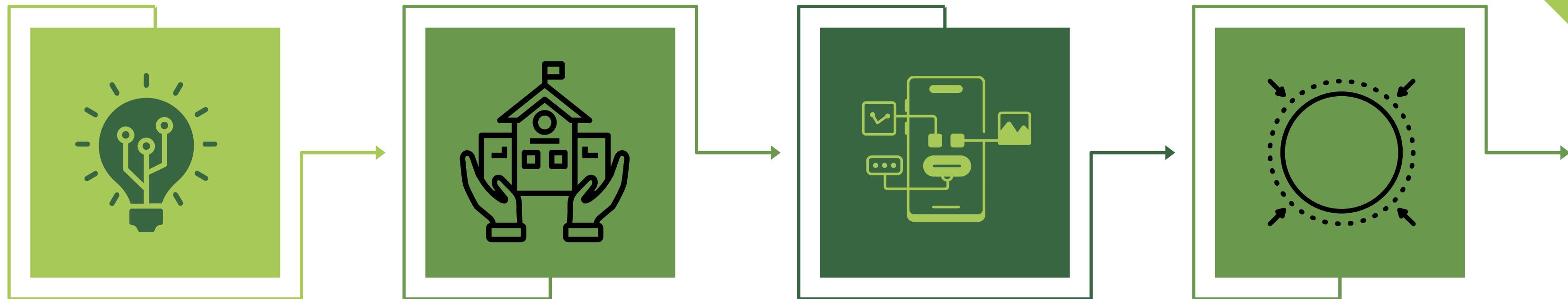
Child road crashes =
USD 29.1B/year
(~0.69% of GDP) in
DALY burden (IHME
GBD 2021)

\$1 = \$8

iRAP ROI benchmark
for investment in
road safety
infrastructure

- No dedicated child road safety budget line – absorbed into general safety spend.
- **Fix:** Link disbursements to KPI gains – CRS correct-use %, ≤30 km/h compliance, % safe school zones etc.
- Govt of Haryana school zone example proves earmarking possible.

THE BIG BETS



CRS and Helmet
Acceleration
(Rural
Enforcement)

Safe School
Street Standard,
Integration with
Urban Programs

eRAD with child
specific fields

Ring Fenced Disbursal
Linked Indicators (DLIs)
for child road safety in
central / state /
development finance
schemes



THANK YOU!



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